

"audience", audits the date, time and frequency of USE of EACH unique advertisement, audits the users use of coupons provided by the advertising server, audits the information regarding the royalties paid or accumulated and paid, audits the respective advertisement type (audio, image, banner, video, animation, etc ), accumulates royalties and prepares for the distribution of royalties, stores payment activity of each specific content owner, is capable of preparing federal and state tax forms as it relates to reporting royalty revenues to the proper government authorities, is capable of printing checks for the fulfillment royalty distribution and is capable of connect itself with content owner banking accounts to allow for secure transfer of funds for the fulfillment royalty distribution. </paragraph>

[]<paragraph> This invention is unique. It is a real time rating system as well. Current tv broadcasters measure success by way of Neilson Ratings, which rate the popularity of a TV show in a given week. The only flaw with these rating is that the people reviewing them are not assured that somebody is actually watching a show (content). Some may be our shopping with the TV on, or some may be cooking. This is how TV Broadcasters determine their advertising fees in which the broadcaster derive their income. The Digital TV Tuner Regulator Platform invention is big for it provides "100%" true accurate numbers that reflect exactly how many times content has indeed been watched. No assumptions. </paragraph>

[]<paragraph> <emphasis>I: </emphasis><emphasis>Claims</emphasis><emphasis>iA-  
USER/CLIENT DATABASE</emphasis> ( OR STORAGE UNIT ) One component of the trigger regulated process stems from the Data Base of users, and Unique Triggers. The Trigger which has been installed, downloaded or acquired by the end user provides the tool needed to fulfill the processes of content selection, distribution of content. The Trigger works with the Trigger Database (or storage unit) and provides: </paragraph>

[]<paragraph> Claim #1: The Digital TV Tuner Regulator Platform has a main user database (or information storage unit) This is a database of users each with unique The Digital TV Tuner Regulator Platform Client. The Digital TV Tuner Regulator Platform Client regulate and act differently for each profile a user creates, is 100% different from the rest of the users. Each user is unique and authenticated. Each user can update their profiles up to the minute or daily thanks to the The Digital TV Tuner Regulator Platform and It's Client. </paragraph>

[]<paragraph> Claim #2: The Digital TV Tuner Regulator Platform Client is either assigned, downloaded, or pre installed on TV's that are made equipped with a Digital TV Tuner. This is not limited to TV's that recieve content through a cable tv box, a satellite box first before the content "signals" reach the TV. Each The Digital TV Tuner Regulator Platform Client is then "programmed" with input based on personal preferences, demographics, desires, age, of each user and more. Once the The Digital TV Tuner Regulator Platform is programmed with each unique users "Client" the The Digital TV

Tuner Regulator Platform is assigns each unique user with their own "Client" which then regulates processes, for which this is invention is made. </paragraph>

[]<paragraph> Claim #3: The Digital TV Tuner Regulator Platform Client is "activated" only when a user turns on the TV, or opens up the software for use containing the unique The Digital TV Tuner Regulator Platform Client. The user's "use" is when the user desires to receive, download, play or exchange content. </paragraph>

[]<paragraph> Claim #4: The Digital TV Tuner Regulator Platform Client is responsible for regulating the content requested. The Digital TV Tuner Regulator Platform Client is also responsible for providing advertisements to the user so the user may select his or her own advertisement based on the preferences they program each trigger with and at the same time accounting for the royalty fulfillment for the use of the content. </paragraph>

[]<paragraph> Claim #5: The Digital TV Tuner Regulator Platform Client regulates the information accumulated throughout the users any given moment of activity. ( see below "auditing server") Claim #6: The Digital TV Tuner Regulator Platform Client recognizes the "age" of a user, thus prohibiting the user, if under legal age, access to content that is meant for adults, or over a certain age. </paragraph>

[]<paragraph> Claim #7: The Digital TV Tuner Regulator Platform Client works within a secure atmosphere. All content requests, transfers, advertisement requests and deliverables, as well as royalty distribution all occurs within this closed matrix. </paragraph>

[]<paragraph> Claim #8: The Digital TV Tuner Regulator Platform Client components can also recognize and accept credit card payment, check payments, and allow for the real time auditing of a users activity and purchase history. The Digital TV Tuner Regulator Platform Client keeps track of the activity of the user and reports this information to the numerous components that drive this invention. </paragraph>

[]<paragraph> Claim #9: The Digital TV Tuner Regulator Platform Client can be installed on either the users TV ( or computer that provides TV content. i.e.: audio or video) or the both the users TV ( or computer that provides TV content. i.e.: audio or video)and the entity that uses the trigger technology on the back end for user interactivity. The Digital TV Tuner Regulator Platform Client regulates the processes that make up this invention.(s) The Digital TV Tuner Regulator Platform processes must work together ( OR STAND ALONE) to authenticate users, content, advertisement, and royalty distribution. </paragraph>

[]<paragraph> Claim #10: The Digital TV Tuner Regulator Platform works with all current and future platforms that distribute content. The Digital TV Tuner Regulator Platform Client recognizes reports back to the The Digital TV Tuner Regulator Platform the user, the times of user activity, content type (audio, video, gaming, art, live broadcast,

streamed broadcast, etc ), name of the content, when it was entered or made available to users, the amount of times content has been used or transferred, the advertisement options, what advertisement the viewer has or has not selected to view in order to not send the user "repeat" advertisements, the amount of royalties paid for the users "use" of content, etc::: </paragraph>

[]<paragraph> Claim #11: The Digital TV Tuner Regulator Platform Client is able to read and recognize if a person or TV platform is equipped with a The Digital TV Tuner Regulator Platform Client receiver or device. The technological platform that the The Digital TV Tuner Regulator Platform Client regulates for is one where the The Digital TV Tuner Regulator Platform Client will know if a TV, hard drive, or storage unit has been equipped with its own unique The Digital TV Tuner Regulator Platform Client. This allows for user TO user content distribution or server content based distribution platforms. If the other does not have a Digital TV Tuner equipped TV, The Digital TV Tuner Regulator Platform Client blocks the content being distributed to the other user. The Digital TV Tuner Regulator Platform Client then is capable of sending the person who does not have a TV equipped with a digital tuner to a designated area to get a The Digital TV Tuner Regulator Platform Client and be part of the The Digital TV Tuner Regulator Platform. </paragraph>

[]<paragraph> Claim #12: The Digital TV Tuner Regulator Platform Client can also regulate by the content owners. Content owners "program" the trigger to users that will still allow content to be used or made available to users with The Digital TV Tuner Regulator Platform Clients. Likewise, The Digital TV Tuner Regulator Platform Client also recognizes when a content owner does not desire specific content to be used by other The Digital TV Tuner Regulator Platform users. Content owners also have the ability to block advertisements they do not desire to be "associated" with their content. </paragraph>

[]<paragraph> <emphasis>iB- Content Selection Process, Components</emphasis> Claim #13: The content source is activated as soon as a user activates his or her The Digital TV Tuner Regulator Platform Client. </paragraph>

[]<paragraph> Claim #14: The Digital TV Tuner Regulator Platform Technology does <emphasis>NOT</emphasis> regulate the "type" of content provided to the users with a unique trigger. Content owners may insert content which is Digital Rights Management based or non-protected files. ( files embedded with codes or "instructions" that cover actual usage, etc. ) They may make available content with just an advertisement(s) for payment for use of content or they may desire advertisement(s) and payment for the use of content. Content could be in the form of new and old tv shows, video's, live broadcasts, art, pictures, conferencing, interactive tv, gaming, music, etc. </paragraph>

[]<paragraph> Claim #15: The content source could be provided via many existing platforms. The Digital TV Tuner Regulator Platform plug's into existing digital media. From existing peer to peer platforms made for Digital Tuner TV, TV's or Computer TV's and TV/Computer Storage Units, "Streaming" Platforms made for TV or Computer TV's and TV/Computer Storage Units, Live Broadcast Platforms made for TV or Computer TV's and TV/Computer Storage Units, Wireless Platforms (in any shape. i.e.: peer to peer), UHF/VHF Platforms made for TV's or Computer TV's and TV/Computer Storage Units, Satellite and Cable Company Platforms/Boxes made for TV or Computer TV's and TV/Computer Storage Units.( explained more below in alternative embodiments )</paragraph>

[]<paragraph> Claim #16: The content is or is not allowed to "begin" transporting to the end user until the end user selects an advertisement to view to begin transfer of content to the users TV platform, or storage unit for later use of the actual content. Advertisement can or can't be played during and after advertisement selection has transpired. In short, the user must select an advertisement or pay for the content before the content is delivered to the end user. The payment can or can't be in combination of the actual advertisement selection by the end user. Content is always accounted for. A content file is never allowed access to a end user unless a payment is registered by way of advertisement or payment or combined.Digital TV Tuner Regulator Platform Client logs and reports all this information. </paragraph>

[]<paragraph> Claim #17: The Digital TV Tuner Regulator Platform Client invention can select content from various sources at once and in tandem with other The Digital TV Tuner Regulator Platform Clients. When the user activates his or her own unique Regulator Client, the content server is locked into each Regulator Client that is active so the user may be able to access content. Two main sources the content will be available from:a) It could work all "in-house" with a content delivery platform already assembled that a user with a Regulator Client" has access to. (see figure #X2)b) Or, for example, if an entity desires use of the The Digital TV Tuner Regulator Platform Client Technology to regulate their own content already existing on other technological platforms, a "Regulator Platform" bridge will be installed in between the trigger technology and the content available to those users with triggers. ( see figure#X1 ) Claim #18: Content owners upon access to the content storage unit will be able to insert in real time, via the internet or any other electronic device, content into a The Digital TV Tuner Regulator Platform regulated content server at will. </paragraph>

[]<paragraph> Claim #19: Content owners upon access to the The Digital TV Tuner Regulator Platform storage unit can also eliminate the availability of content to people. </paragraph>

[]<paragraph> Claim #20: Content owners upon access to the content storage unit can or can't set usage rates for the content. </paragraph>

[]<paragraph> Claim #21: Content owners upon access to the content storage unit can or can't set usage advertisements rates. The TV Tuner Regulator Platform Client shall audit all the information the content owner needs to regulate and profit from content use. </paragraph>

[]<paragraph> Claim #22: Content owners upon access to the content storage unit can view in real time the usage of each of their respective content offerings. Daily, up to the minute, monthly, year to date. </paragraph>

[]<paragraph> Claim #23: Content owners upon access to the content storage unit can view how much money has been paid in royalties for the use of their content. </paragraph>

[]<paragraph> Claim #24: Content owners upon access to the content storage unit can view how many "unique" files they have made available to users. This includes the title or name of the content, ect. </paragraph>

[]<paragraph> Claim #25: There could be numerous content servers or components that are combined together in various seperate locations for content access. </paragraph>

[]<paragraph> Claim #26: The Digital TV Tuner Regulator Platform Client does not manipulate content made available. </paragraph>

[]<paragraph> Claim #27: The content owners may access the content server, if applicable, and upload or download content at will. </paragraph>

[]<paragraph> Claim #28: The content owners will have access to view or listen to the actual amount of content files that are available for use by The Digital TV Tuner Regulator Platform Client designee's. </paragraph>

[]<paragraph> <emphasis>iC- Advertisement Componet/Process</emphasis>( describe their ad servers, what they can do, how they can do it, what stats they see, et </paragraph>

[]<paragraph> )Claim #29: The Advertisement sever or storage unit is activated each time a unique user activates it's unique The Digital TV Tuner Regulator Platform Client. </paragraph>

[]<paragraph> Claim #30: The advertisement server locks in on each respective The Digital TV Tuner Regulator Platform Client pre-programmed preferences( all preferences are stored in the trigger database or storage unit ) that the user programmed his or her The Digital TV Tuner Regulator Platform Client with so it is ready to deliver choice of advertisements or stand alone advertisements based on those same users preferences. </paragraph>

[]<paragraph> Claim #31: Advertisements are selected by the user before, after, or during the time a user requests content. The user shall have the choice to pick which ad selections they desire from any number of options of actual advertisements. </paragraph>

[]<paragraph> Claim #32: Digital TV Tuner Regulator Platform Client recognizes and reports to the The Digital TV Tuner Regulator Platform advertisements that are new or old and is able to determine if a user has or has not viewed or listened to a specific advertisement. The Digital TV Tuner Regulator Platform Client will only allow or pre select advertisements that the user has not viewed or listened to. </paragraph>

[]<paragraph> Claim #33: The user may program his The Digital TV Tuner Regulator Platform Client to accept advertisements already viewed by the user. </paragraph>

[]<paragraph> Claim #34: The Digital TV Tuner Regulator Platform Client acknowledges when the advertisement is played, allowing the content to be received by the user. (downloaded, uploaded ) </paragraph>

[]<paragraph> Claim #35: The Digital TV Tuner Regulator Platform Client acknowledges that content may be broken into numerous parts, segments or electric chunks. The Digital TV Tuner Regulator Platform Client is capable of recognizing where commercials are to be added or deleted before, during or after the content download. The Digital TV Tuner Regulator Platform Client also can provide advertisement inserts if the user of the The Digital TV Tuner Regulator Platform Client is active, the TV is on, and the same user is either playing, transferring, or exchanging content or real time conferencing. </paragraph>

[]<paragraph> Claim #36: Once an advertisement is played in it's entirety (or before), royalty payment is audited, logged and reported by the The Digital TV Tuner Regulator Platform Client to the The Digital TV Tuner Regulator Platform for auditing purposes. </paragraph>

[]<paragraph> Claim #37: Once an advertisement is played, the The Digital TV Tuner Regulator Platform technology will ALSO deliver a computerized link, coupon, or special notice regarding the advertisement the user just viewed to a designated memory area in the TV or TV storage unit or hard drive. This can also be delivered in real time, or via email for example. The coupon is sent to the TV Tuner (computer tv or any other applicable device that is capable of storing coupons or computerized links ) storage unit, where applicable, for the user to use the coupon to shop online, or at brick and mortar storefronts. Direct response medium could never be more "direct." </paragraph>

[]<paragraph> Claim #38: The advertiser is not assured that advertisements will be viewed, but will also be able to provide the consumer with a direct response tool by way of the coupon for extra value for their advertising dollar. </paragraph>

[]<paragraph> Claim #39: Advertisers have around the clock electronic access\* to the advertisement server for auditing purposes.(\*via computer, Internet, TV Unit, etc ) </paragraph>

[]<paragraph> Claim #40: Advertisers upon access to the advertisement server can view how many advertisements they have in the system. </paragraph>

[]<paragraph> Claim #41: Advertisers upon access to the advertisement server can view in real time the amount of times advertisements are viewed. This is not limited to the time, date. </paragraph>

[]<paragraph> Claim #42: Advertisers upon access to the advertisement server can view in real time the dates and times advertisements were played. </paragraph>

[]<paragraph> Claim #43: Advertisers upon access to the advertisement server can view in real time the content that was actually selected in order for the actual advertisements to be played. </paragraph>

[]<paragraph> Claim #44: Advertisers upon access to the advertisement server can view in real time where the advertisements were played. ( the demographics of the unique regulator device/user ) Claim #45: Advertisers upon access to the advertisement server may view the advertisements that were least popular with users. </paragraph>

[]<paragraph> Claim #46: Advertisers upon access to the advertisement server may add money to their respective accounts to assure advertisements run consecutively w/o interruption of service. </paragraph>

[]<paragraph> Claim #47: Advertisers upon access to the advertisement server may regulate what user The Digital TV Tuner Regulator Platform Client will be able to view advertisements. They can set age, race and demographic preferences, for example, if they desire. </paragraph>

[]<paragraph> Claim #48: Advertisers upon access to the advertisement server may set which desired rate they desire to pay, or they shall have the ability to "bid" for placement of an advertisement with other advertisers. For example, if a new TV show is out, or video is on the streets, and the The Digital TV Tuner Regulator Platform ADMINISTRATOR knows there will be a consumer demand, can set up a bidding atmosphere where advertisers bid to place their respective advertisements on the front line when the consumer actually selects or demands the content which is the form of a new TV show or video (examples). </paragraph>

[]<paragraph> Claim #49: Advertisements may be in various languages. The Digital TV Tuner Regulator Platform Client, again, is programmed by each individual user's preferences. If a user prefers, for example, advertisements in Spanish, the advertisement

server shall provide a Spanish advertisement instead of the advertisement being in, for example, English. </paragraph>

[]<paragraph> Claim #50: Advertisers upon access to the advertisement server can upload or download specific advertisements.i.e.: art advertisements, audio commercials, video commercials, multi-media, live or pre-recorded. Having power to upload and download advertisements allows for advertisers to keep up with specific ad campaigns, for example. </paragraph>

[]<paragraph> Claim #51: Advertisement selection has to do with the advertisers preferences and how they desire the user or solicit the user. They are however, assured that their advertisement will be viewed before, during or after the content reaches the end user with a unique The Digital TV Tuner Regulator Platform Client. </paragraph>

[]<paragraph> Claim #52: There is not a limit to the type of advertisements they can use.The advertisement server will "code" or designate, or assign a code for each respective advertisement uploaded to the advertisement server by a participating advertiser. </paragraph>

[]<paragraph> Claim #53: Advertisers and The Digital TV Tuner Regulator Platform Administrators will be able to access the number of advertisements played, which specific advertisements were most and least popular, times and dates of advertisements played, the demographics of the users that selected the ad's played to rank popularity, upload payments for advertising within the The Digital TV Tuner Regulator Platform, and what content was used for their advertisement. </paragraph>

[]<paragraph> Claim #54: Advertisement fees are immediatley deducted from the participating advertisers account when an advertisement is played and the Trigger logs the advertisement "use." The Digital TV Tuner Regulator Platform Client reports this information to the auditing server. (see "#iE" below)<emphasis>iE- Auditing Component</emphasis>Claim #55: The Auditing server/device audits and accumulates all the information activities from which each unique The Digital TV Tuner Regulator Platform Client user. Frequency of use, times and dates. </paragraph>

[]<paragraph> Claim #56: The Auditing server/device begins to audit each user when the user "logs" in or activates his or her unique "client".a) This is information is saved to show times, b) dates, and c) frequency. </paragraph>

[]<paragraph> Claim #57: The Auditing server/device audits requested content for each "client" assigned with each unique user. </paragraph>

[]<paragraph> Claim #58: The Auditing server/device audits the owners of the requested content. </paragraph>

- []<paragraph> Claim #59: The Auditing server/device audits the demographics of each "client" user that requests content. </paragraph>
- []<paragraph> Claim #60: The Auditing server/device audits the date, time and frequency of content requested per "client." Claim #61: The Auditing server/device audits the information regarding the users platform used to receive, download or upload the content.. (type of TV, Computer, etc) Claim #62: The Auditing server/device audits the use of each respective content type and the form the content is delivered. </paragraph>
- []<paragraph> Claim #63: The Auditing server/device audits the amount of transfers, exchanges and downloads of content. </paragraph>
- []<paragraph> Claim #64: The Auditing server/device audits each users advertising preferences </paragraph>
- []<paragraph> Claim #65: The Auditing server/device audits the advertisements played. </paragraph>
- []<paragraph> Claim #66: The Auditing server/device audits the amount of unique "user" views for each respective advertisement. . </paragraph>
- []<paragraph> Claim #67: The Auditing server/device audits the owners of the advertisements who participate in this advertising invention. </paragraph>
- []<paragraph> Claim #68: The Auditing server/device audits the demographics of each advertiser and their specific user "audience." </paragraph>
- []<paragraph> Claim #69: The Auditing server/device audits the date, time and frequency of use of EACH unique advertisement. </paragraph>
- []<paragraph> Claim #70: The auditing server/device audits the users use of coupons provided by the advertising server. ( see claim #37, 38) Claim #61: The Auditing server/device audits the information regarding the royalties paid or accumulated and paid, in real time. </paragraph>
- []<paragraph> Claim #62: The Auditing server/device audits the use of each respective advertisement type (audio, image, banner, video, animation, etc ) </paragraph>
- []<paragraph> Claim #63: The Auditing server/device audits the amount of transfers, exchanges and downloads of advertisements. </paragraph>
- []<paragraph> Claim #64: The Auditing server/device accumulates royalties and prepares for the distribution of royalties. </paragraph>

[]<paragraph> Claim #65: The Auditing server/device stores payment activity of each specific content owner. </paragraph>

[]<paragraph> Claim #66: The Auditing server/device is capable of preparing federal and state tax forms as it relates to reporting royalty revenues to the proper government authorities. </paragraph>

[]<paragraph> Claim #68: The Auditing server/device is capable of printing checks for the fulfillment royalty distribution. </paragraph>

[]<paragraph> Claim #69: The Auditing server/device is capable of connect itself with content owner banking accounts to allow for secure transfer of funds for the fulfillment royalty distribution </paragraph>

[]<paragraph> <emphasis>J: CONCLUSION AND ALTERNATIVE MAIN EMBODIMENTS</emphasis>technology is unique from all current tv, Digital Tuner TV/Internet Platforms, cable and interactive tv technology. This technology allows for each user to be also be uniquely authenticated (different from the rest), content to be selected and tracked by the user and delivered to the user, all the while the user actually selecting their own unique advertisement while allowing real time control to remain with not only the content owners and the advertisers, but the users as well. The processes also allow for real time inventory auditing. The invention also provides an around the clock auditing system to track content, user activity, commercial usage.users being consumers ) All processes are stand alone or work together. Current technologies do not allow consumers to actually select the "commercial" they desire to be solicited with, at the same time being able to select the content they desire to use. </paragraph>

[]<paragraph> that participate in the invention are able to add and delete commercials for users that desire to see their advertisement. Content owners are able to track results of their content usage and popularity. The technology can act as a self supporting stand alone platform or an intermediary to current distribution platforms such as: satellites, cable tv, wireless tv and peer to peer platforms. Tv reception or download units include regular box TV's, Digital Tuner Equipped TV's, Digital Tuner Equipped TV's equipped or that allows for "plug and play" storage units or hard drives, PC's or Computers that are turned into TV's, Computers hooked into TV's or Digital Tuner Equipped Tv's, HDTV Tv units with Digital Tuners, Pocket PC's and TV's, Plasma TV's, Handicapped Equipped TV's, but are not limited to video game console's that are able to transport and receive digital signals that could be played or used with a digital tuner equipped tv, commercial/"re-play" skipping devices, cable ready TV's, internet ready TV's, internet ready tv hand devices, wireless devices that transport Tv related content. </paragraph>

[]<paragraph> This technology is not limited to one language, but multiple languages in order to better provide parity for language demographics. That allows for tv